

***TITLE:***

***External relations of school***

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***ABSTRACT:***

This dissertation work deals with external relations between a school and its stakeholders and their management. External relations are studied in schools at all levels of education (ISCED 0-6). Pedagogical sciences, management, marketing, psychology and sociology serve as the theoretical basis. The primary theme of the thesis is regional colleges in the Czech Republic, whose external relations are considered an important principle of their development. We deal with major theoretical and political starting points of research into the external relations of regional colleges based on national and international educational policy documents; we take into account the context of changes in higher education systems and colleges in recent decades in our country and the world. The empirical part illustrates the changes in external relations of various types of schools using case studies successively at kindergartens, primary and secondary schools. We focus on an analysis of external relations and their management of regional colleges in the Czech Republic in more detail. We present the results of a secondary analysis of major conceptual documents of regional colleges followed by case studies from the real environment of two regional public and two private colleges. The thesis summarized and applied the available theoretical knowledge relevant to the topic of the work, showed external relations of a school and their management as an important area of the school's life.

***KEYWORDS:*** *school, regional college, management, marketing, external relations, external relations management, networking, cooperation, stakeholder, stakeholder engagement*